

How to Apply for an FMPP Grant



Farmers Market Promotion Program (FMPP)

USDA, Agricultural Marketing Service
Marketing Services Division

1800 M Street, NW
Room 3012 – South Tower
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202.694.4000



Steps in the FMPP Application Process

Steps:

1. Visit the FMPP website at www.ams.usda.gov/FMPP and download the FMPP Guidelines and all necessary forms.
2. Review FMPP Guidelines to understand the grant process timelines and the review process.
3. Complete the FMPP application package.
4. Submit application via mail or Grants.gov website.

FMPP Guidelines

The FMPP Guidelines can be found at: www.ams.usda.gov/FMPP.

The FMPP Guidelines include information about:

1. Who is eligible to apply for a grant.
2. What activities FMPP can and cannot fund.
3. Application guidance and requirements.
4. Project evaluation criteria.
5. Post-award administration of an FMPP grant.

FMPP Application Package

Required Forms and Paperwork (an original and one copy):

1. SF-424: Application for Federal Assistance (dated and signed).
 - a. EIN number (Federal tax identification number).
 - b. DUNS number. A DUNS number can be obtained at <http://fedgov.dnb.com/webform> or by calling 1.866.705.5711.
2. SF-424A: Budget Information – Non-construction Programs.
3. SF-424B: Assurances – Non-construction Programs (dated and signed).
4. Written proof of eligibility from a State or Federal source. Applicants may submit a copy of their I.R.S. or State determination letter.

FMPP Application Package

Required Forms and Paperwork (an original and one copy):

7. FMPP awardees must also register with the Central Contractor Registration at www.ccr.gov.
8. Proposal narrative.
9. Supplemental budget summary. (You may need two supplemental budget summaries if you have a “new EBT project” and “other” project work.)

NOTE: Applications without EIN and DUNS numbers will not be accepted for competitive review.

FMPP Application Package

Recommendations:

1. Follow the directions found in the FMPP Guidelines.
 - a. Directions are also found in Form TM-29, Project Proposal Narrative Form and Instructions, to develop a complete and inclusive proposal narrative.
 - b. Include Forms TM-30 and TM-31 (FMPP Supplemental Budget Summary), as applicable.
 - c. Use of the TM-29, TM-30, and TM-31 is voluntary. These forms are provided to help you ensure that your application includes all required information.
2. Include letters of commitment from partners and other supporters.
3. Provide evidence of commitment from farmers, cooperators, contractors, resource providers, etc.
4. Include a description of qualifications of project participants.

Completing Required Form SF-424

If using the SF-424 form on the FMPP website:

Box 1 - Type of Submission: Check “non-construction.”

Box 2 - Date Submitted: Enter the date (be sure the date is before the deadline).

Box 3 - Date Received by State: Some states require applicants to insert this information.

Box 4 - Date Received by Federal Agency: Leave blank.

Box 5 - Applicant Information (left column): Enter the organization's legal name, DUNS number, and complete address.

Box 5 - Name and Contact Information (right column): Enter the name and contact information of the person who will answer financial and organizational questions about the application. This person may or may not be the project manager.

Completing Required Form SF-424

Box 6 – Employer Identification Number: Enter the organization's tax ID (EIN) number.

Box 7 - Type of Applicant: Spell out the type of organization (ex., "Not for Profit," "Local government," "Agricultural Cooperative," "Economic Development Corporation," etc.).

Box 8 - Type of Application: Always check "New."

Box 9 - Name of Federal Agency: Enter USDA/AMS.

Box 10 - Catalog of Federal Domestic Assistance Number: Enter 10.168.
The title is "Farmers Market Promotion Program."

Box 11 - Descriptive Title of Applicant's Project: Enter only the project title.
The title entered here must match the title used throughout the proposal narrative and application materials.

Completing Required Form SF-424

Box 12 - Areas Affected by Project: Enter the city(ies), county(ies), and/or State(s) where the project is located or that will benefit from the project.

Box 13 - Proposed Project:

- a. Start date: Enter October 1, 2010.
- b. End date: Enter October 2012 (all projects must be completed by this date or sooner).

Box 14 - Congressional District (you will enter this number twice) of:

- a. Applicant: Enter the appropriate district for the organization.
- b. Project: Enter the appropriate district(s) where the project is located or that will benefit from the project.

Completing Required Form SF-424

Box 15 - Estimated Funding:

- a. Federal: Enter the amount being requested from FMPP
- b. Applicant: Enter the amount the organization is willing to commit to the project (if available).
- c. State: Enter the amount that the State is willing to commit to the project (if available).
- d. Local: Enter the amount that a locality is willing to commit to the project (if available).
- e. Other: Enter the amount that other groups are willing to commit to the project. Use this space also for anticipated program income (if available).

Completing Required Form SF-424

Box 16 - State Executive Order 12372: To determine if your proposal is subject to review under State Executive Order 12372, please visit www.whitehouse.gov/omb/grants/spoc.html.

Box 17 – “Is the Applicant Delinquent on any Federal Debt?” Hopefully your organization will be able to answer “no.”

Box 18 – “To the Best of My Knowledge ...”: Enter the name, title, and telephone number of the representative from your organization that has authority to apply for funds and sign the FMPP application. Only applications that are dated, signed, and submitted by the FMPP deadline will be accepted for review.

Completing Required Form SF-424A

Section A – Row 1 (reading across the top of the form)

Columns (c), (d) and (f) are left blank and you will use only rows 1 and 5 in your application.

Column (a) – Grant Program Function/Activity: Enter USDA/AMS/FMPP.

Column (b) – Catalog of Federal Domestic Assistance Number: Enter 10.168.

Column (e) – Federal: Enter the amount of money requested from FMPP.

Columns (g) – Total: If you use the form provided at the FMPP website, the totals will automatically calculate for you.

Completing Required Form SF-424A

Section B.6 – Object Class Categories:

Columns (c), (d) and (f) are left blank and you will use rows a. through k.

6.a. – Personnel: Enter the total amount requested from FMPP for all personnel in column (e).

6.b. – Fringe Benefits: Enter the total amount of all personnel fringe benefits requested from FMPP in column (e).

6.c. – Travel: Enter the total amount requested from FMPP for all project travel in column (e).

6.d. – Equipment: This box is for equipment whose individual costs exceed \$5,000.00. Enter the total amount requested from FMPP in column (e). If equipment costs are less than \$5,000.00 they are considered "Supplies."

Completing Required Form SF-424A

Section B.6 – Object Class Categories:

6.e. – Supplies: Enter the total amount requested from FMPP for supplies in column (e).

6.f. – Contractual: Enter the total amount requested from FMPP for all contractor expenses in column (e).

6.g. – Construction: Leave blank.

6.h. – Other: Enter the total amount requested from FMPP for all other itemized expenses in column (e).

6.i. – Total Direct Charges: If using the form on FMPP's website, the total for direct costs will auto-calculate here.

Completing Required Form SF-424A

Section B.6 – Object Class Categories (concluded):

6.j. – Indirect Charges: Enter the total amount requested from FMPP for indirect Costs in column (e) (if applicable).

6.k. – Totals: If using the form on FMPP's website, the project total will auto-calculate here. Make sure the total amounts are the same as SF-424 Box 15(g).

7. – Program Income: Enter the total amount of program income you anticipate earning over the grant period in column (e).

Sections C, D, E, and F are not required.

Completing Required Form SF-424B

1. As a potential recipient of FMPP funds, you must read and agree to comply with the terms and conditions enumerated in Form SF-424B.
2. By signing Form SF-424B, the organization agrees to conform to all required regulations, acts, and all other applicable laws.
3. Make sure the organizational representative who has the authority to make the this commitment signs and dates the form. Again, all application materials must be received (or postmarked) by the FMPP deadline.

Completing Required Narrative

Style Requirements:

- 12 pages or less in length, including supplemental budget. Letters of support and personnel information do not count against the 12-page limit.
- Applications must be typed.
- Applications must be submitted on single-sided, 8.5 x 11 inch paper.
- Application must be prepared in Times New Roman, no smaller than 12 point font.

Completing Required Narrative

Proposal Narrative:

Review the FMPP Guidelines found at www.ams.usda.gov/FMPP for more detailed instructions on how to complete the Narrative. Applicants may use Form TM-29 to complete the narrative, which includes:

1. Project Title: must capture the primary focus of the project and match the title provided on Form SF-424.
2. Organization Information: Name, mailing address, phone/fax numbers, and e-mail address for the person designated to answer questions about the application, financial information, and proposed budget.
3. Primary contact information: Name, mailing address, phone/fax numbers, and e-mail address for the person responsible for managing the project.
4. Requested Funding: Left column: Requested FMPP funding only. Right column: Matching and /or additional funding (if applicable).

Completing Required Narrative

Proposal Narrative:

5. Project questions: EBT, equipment, supplies, and promotional items/services.
6. Entity Type and Eligibility Statement: Applicants must indicate what type of entity the organization is along with an explanation of how the applicant qualifies as an eligible entity.
7. Executive Summary (200 words or fewer), which must include:
 - a. Project description.
 - b. Goals to be accomplished.
 - c. Stages of work and resources required.
 - d. Expected timeframe for completing all activities.
8. Goals of the project: Provide two sentences that provide a clear statement of the ultimate goal(s) and objective(s) of the project.

Completing Required Narrative

Proposal Narrative:

9. Background statement: Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project and that demonstrate your organization's experience with this type of work. Correlate the background and purpose of the activity(ies) to support your project goals.
10. Workplan and resource requirements:
 - a. Provide a timeline.
 - b. Provide a planned scope of work.
 - c. Identify who will do the work
 - d. Identify any collaborative partners and/or contractors who have committed resources and their respective role(s).
 - e. If applicable, include in-kind contributions and matching or other funding (if applicable).

Completing Required Narrative

Proposal Narrative:

11. Expected outcomes and project evaluation: Describe what is to be accomplished, the expected results, and indicate how you will measure the impact and/or success of project activities, either quantitatively or qualitatively.
 - a. The FMPP is a competitive grant program and applicants must be sure that the evaluation criteria listed in the Guidelines are addressed within the proposal narrative.
 - b. Clearly define how project successes will be tracked and measured, both qualitatively and quantitatively.
12. Beneficiaries. Describe which individuals, organizations, or other entities will benefit from the project activities and how.

Completing Required Narrative

Proposal Narrative:

13. Evaluation criteria statements. Refer to the “Proposal Evaluation” section the FMPP Guidelines and summarize your expected results under the appropriate heading:
 - a. Direct benefit to farmers/vendors.
 - b. Need for the project.
 - c. Quantitative evaluation and measurement of project impact(s).
 - d. Sustainability and long term impact.
 - e. Reasonableness of budget.
 - f. Degree of collaboration and partnership participation (include partner qualifications).
 - g. How the project addresses FMPP priorities as stated in the Guidelines.

Reminder: Use of Form TM-29 is voluntary, but the information required is not. This form is provided to help you ensure that your proposal is complete.

Completing Required Narrative

Proposal Narrative:

14. Existing and pending support. List all current and pending support for the project (public and private), including in-kind contributions of personnel time (even if that time is not included in the salary item of your budget).

NOTE: An application that duplicates or overlaps substantially with an application already reviewed and funded by another organization or agency will not be funded under FMPP.

Completing Required Narrative

Proposal Narrative:

15. Supplemental budget summary: Provide additional details and a narrative justification of information provided in the SF-424A, to include:
 - a. Line items for each cost and use of the cost.
 - b. A correlation between each budget item and its purpose in meeting the goal(s) of the project.
 - c. An explanation of the basis of the cost estimate (e.g., price analyses, vendor quotes) for equipment.

Reminder: Use of Forms TM-30 and TM-31 is voluntary, but the information required is not. These forms are provided to help you ensure that your proposal is complete.

Completing Required Narrative

Proposal Narrative:

16. Primary proposal activity: It is required that the applicant identify the main activity that meets the projects goals and activities.
17. Proposal activities: Identify all other activities (as many as are applicable).
 - a. Form TM-29 lists options that meet the project goals and activities. Check the appropriate activities for the proposal.
 - b. If additional space is needed, delete the NON-applicable entries from the form.

Proposal Do's and Don'ts

Do:

- Be specific about what will be done, who will do it, and who benefits.
- Provide specific information about the measurement of project's impact (evaluation). Focus on project outputs and outcomes.
- Explain how the project will be sustained.
- Determine early on the specific contributions and commitments of your partners and collaborators.

Don't:

- Submit a proposal that does not meet FMPP requirements.
- Be unrealistic about what the project can accomplish.
- Assume the reviewers know you or your project. Provide adequate details to understand your proposal.

Required Supplemental Budget Summary

Requirements:

- Justify each requested budget item separately.
- Correlate budget requests to project purpose(s)/goal(s).
- Total indirect costs must be less than or equal to 10% of total budget. Explain what the costs include, listing each cost separately. **Any requests submitted without this explanation will not be considered.**
- Your budget narrative/justification should include an explanation of how budget items were determined.

Budget Do's and Don'ts

Do:

- Give details in the written budget narrative.
- Specify how much the project costs and why it's needed. (Is your budget reasonable?)
- Explain how your budget meets the project's objectives.
- Discuss income (profit) generated that will result from proposed activities.

Don't:

- Make up dollar amounts. Research the estimated actual costs.
- Include matching funds.
- Forget to include the budget narrative explanation(s).

Application Submission

Mail:

- Mail application package to:

FMPP Grant Program

USDA, Agricultural Marketing Service
Room 3012, South Tower
1800 M Street, NW
Washington, DC 20036-5802

- Must be postmarked on or before FMPP application deadline.
- **E-mailed submissions will not be accepted.**

Grants.gov website:

- Set up a password by visiting www.grants.gov/getstarted
- If problems occur, contact the grants.gov call center at 800-518-4726. The call center is open M-F from 7AM – 9PM.

Grant Process Timeline

FY 2010 Timeline:

January 2010: Notice of Funds Available posted to FMPP website and published in the *Federal Register*.

February/March 2010: Applications due to FMPP.

March/April 2010: E-mail notices sent that applications have been received.

March thru September 2010: Review process.

September 2010: Award announced.

October 2010: Funds available to awardees.

Review Panel and Process

Proposal reviewers will include:

- Representatives from peer organizations such as agricultural cooperatives, producer networks, non-profit corporations, public benefit corporations, economic development corporations, and regional farmers market authorities.
- Representative employees from Federal, State, local and Tribal governments.

Proposal review process:

- Begins upon receipt of the application with assessment by FMPP staff for completeness.
- Commences in March 2010 with recruitment and selection of peer reviewers.
- Final selection of awardees is expected to occur in September of 2010.

Contact Information

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